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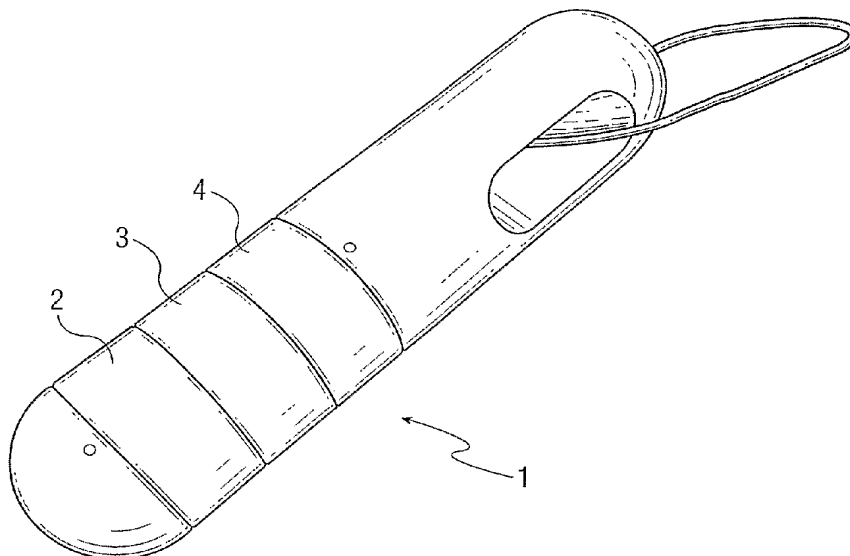
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(54) Title: PERSONAL MULTIPLE-IDENTIFICATION DEVICE



(57) Abstract: A major drawback to the proliferation of RFIDs in, for example, a retail environment, is that patrons are wary of how much information about them will be transmitted to a proprietor, and how that information will be used. Such privacy concerns are seen as one of the biggest hindrances to the ubiquity of RFIDs in many environments. Additionally, patrons will have an overwhelming amount of information transmitted to their devices containing RFIDs. To address these privacy concerns, the invention includes a device, a system, and a method for transmitting a personal profile includes: a memory containing a personal profile; a personal profile selection component; and a transmitter for transmitting a signal, the signal including at least one subset of the personal profile selected using the personal profile selection component.

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